

## Export and Investment Promotion Planning System

87/88 Sector/Sub-Sector Highlights  
Submitted by Posts by Region

Region: LATIN AMERICA-CARIBBEAN

Mission: 631 BUENOS AIRES

Market: 001 ARGENTINA

Sector: 001 AGRI &amp; FOOD PRODUCTS &amp; SERVICE

Subsector: 018 FEED, FERTILIZER &amp; VET PRODUCTS

Statistical Data On Sector/sub-sector	Next Year (Projected)	Current Year (Estimated)	1 Year Ago	2 Years Ago
Mkt Size(import) \$	10.00M	\$ 10.00M	\$ 11.00M	\$ 12.00M
Canadian Exports \$	0.00M	\$ 0.00M	\$ 0.00M	\$ 0.00M
Canadian Share of Import Market	0.00%	0.00%	0.00%	0.00%

## Major Competing Countries

## Market Share

- i) 577 UNITED STATES OF AMERICA
- ii) 047 BRAZIL

040 %  
040 %

Cumulative 3 year export potential for CDN products  
in this Sector/Subsector:

1-3 \$M

Current status of Canadian exports:

Products/services for which there are  
good market prospects

- i) ANIMAL FEED ADDITIVES

Current Total Imports  
In Canadian \$  
\$ 3.00 M

The Trade Office reports that the following factors influence Canadian  
export performance in this market for this sector (sub-sector).

- the degree of import duty protection of local industry tends to be moderate
- approval of technical standards can present problems in the case of some imported products

In the Trade Office's opinion, Canadian export performance in this sector  
(sub-sector) in this market is lower than optimum mainly because of:

- the apparent limited sectoral capability in Canada compared to other competing export countries
- difficulties of adaptation of marketing techniques to the market by some Canadian companies
- non-tariff protectionist measures which are difficult to overcome
- market prospect which are relatively new and have not yet been explored adequately by Canadian exporters